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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-101**

**M. M. M. ( Semester - I ) Examination - 2012**  
**PRINCIPLES AND PRACTICES OF MANAGEMENT**  
**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Q. No. 1 is compulsory.  
(2) Solve **any three** from the remaining.

- 
- 
- Q.1)** (A) Explain the Contribution of Henry Fayol to Management. [15]  
(B) What do you mean by Management ? Explain functions of Management. [10]
- Q.2)** Explain various Techniques of Controlling. [15]
- Q.3)** Explain Decision-making Process in detail. [15]
- Q.4)** Define Personality. What are the determinants of Personality. [15]
- Q.5)** Explain detail Maslow's Need Hierarchy Theory of Motivation. [15]
- Q.6)** Define Planning. Describe steps involved in Planning. [15]
- Q.7)** Write short notes : **(Any Three)** [15]
- (a) Hawthorn Experiments
  - (b) Contribution of Taylor
  - (c) Quality Circles
  - (d) Team Effectiveness
  - (e) Formal and Informal Groups

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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-102**

**M. M. M. ( Semester - I ) Examination - 2012**

**PRINCIPLES OF MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

*(1) Answer **any five** questions.*

*(2) All questions carry equal marks.*

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**Q.1)** What is Core Concept of Marketing ? Explain the Philosophies towards Marketing.

**Q.2)** How does Marketing Mix undergo a change along with the changes in the various stages of the PLC ?

**Q.3)** Describe various types of Micro and Macro Environmental Factors and Forces influencing Marketing Decisions.

**Q.4)** Define Channels of Distribution. Describe various types of Distribution Channels considered for Marketing of Consumer Goods and Industrial Goods.

**Q.5)** What do you mean by the term Market Segmentation ? How the Market Segmentation is done for Consumer Goods and Services ? Imagine Market Segmentation for the following products :

(1) Refrigerator

(2) Five Star Hotel

**[4178]-102**

**1**

**P.T.O.**

**Q.6)** What do you mean by Pricing ? What are the Internal and External Factors influencing the Pricing Decision ?

**Q.7)** Write short notes : **(Any Two)**

- (a) Marketing Audit
  - (b) New Product Decision Process
  - (c) Packaging and New Trends in Packaging
  - (d) Market Targeting and Positioning Strategies
-

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Total No. of Questions : 7]

[Total No. of Printed Pages : 3

**[4178]-103**

**M. M. M. ( Semester - I ) Examination - 2012**

**FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any three** questions from section I and **any two** from section II.*
- (2) All questions carry equal marks.*
- (3) Use of simple calculator is allowed.*

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**SECTION - I**

- Q.1)** Explain the terms 'Cost' and 'Costing'. What are the different Elements of Cost ?
- Q.2)** Explain in detail the meaning of Budget and Budgetary Control. What are the different types of Budgets ?
- Q.3)** Explain the term 'Overhead'. What do you mean by Allocation and Apportionment of Overheads ? Explain with the help of suitable examples.
- Q.4)** Write short notes : **(Any Two)**
- (a) Standard Costing
  - (b) Break-even Point and Key Factor
  - (c) ABC Analysis
  - (d) Transfer Pricing

## SECTION - II

**Q.5)** Prepare a Cost Sheet from the following particulars :

Particulars	Rs.	Particulars	Rs.
Opening Stock :		Power	2,000
Raw Materials	5,000	Factory Heating and Lighting	2,000
Finished Goods	4,000	Factory Insurance	1,000
Closing Stock :		Experimental Expenses	500
Raw Materials	4,000	Office Management Salaries	4,000
Finished Goods	5,000	Office Printing and Stationery	200
Raw Materials Purchased	50,000	Salaries of Salesmen	2,000
Wages paid to Labourers	20,000	Commission of Travelling Agents	1,000
Chargeable Expenses	2,000	Sales	1,00,000
Rent, Rates and Taxes	5,000		

**Q.6)** X Ltd. has purchased and issued the materials in the following order :

January, 1    Purchased 300 units @ Rs. 5 per unit  
               4    Purchased 600 units @ Rs. 4 per unit  
               6    Issued 500 units  
               10   Purchased 700 units @ Rs. 5 per unit  
               15   Issued 800 units  
               20   Purchased 300 units @ Rs. 6 per unit  
               25   Issued 100 units

Ascertain the quantity of closing stock as on 31st January and state what will be its value in each case, if issues are made under the following methods ?

- (1) FIFO
- (2) LIFO

**Q.7)** Brik Ltd. wishes to prepare Cash Budget from January. Prepare a Cash Budget for the first six months from the following estimated revenue and expenses :

Month	Total Sales (Rs.)	Materials (Rs.)	Overheads		
			Wages (Rs.)	Production (Rs.)	S and D (Rs.)
January	20,000	20,000	4,000	3,200	800
February	22,000	14,000	4,400	3,300	900
March	28,000	14,000	4,600	3,400	900
April	36,000	22,000	4,600	3,500	1,000
May	30,000	20,000	4,000	3,200	900
June	40,000	25,000	5,000	3,600	1,200

Cash Balance on 1st January was Rs. 10,000. A new machinery is to be installed at Rs. 20,000 on credit, to be repaid by two equal installments in March and April.

Sales Commission @ 5% on total sales is to be paid within a month following actual sales.

Rs. 10,000 being the amount of 2nd call may be received in March. Share Premium amounting to Rs. 2,000 is also obtainable with the 2nd call.

Period of Credit allowed by Suppliers - 2 months

Period of Credit allowed to Customers - 1 month

Delay in Payment of Overheads - 1 month

Delay in Payment of Wages -  $\frac{1}{2}$  month

Assume Cash Sales to be 50% of Total Sales.

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**[4178]-104**

**M. M. M. ( Semester - I ) Examination - 2012**

**MANAGERIAL ECONOMICS**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*
- (3) Draw neat diagram wherever necessary.*

---

**Q.1)** Which Economic Tools are useful in Managerial Decisions ? Give suitable examples in support of your answer.

**Q.2)** What is Price Elasticity of Demand ? Explain its types, determinants and practical significance.

**Q.3)** Explain increasing, constant and decreasing returns to Scale.

**Q.4)** Explain the following concepts :

- (a) Price Discrimination
- (b) Product Differentiation

**Q.5)** Explain the following Pricing Strategies :

- (a) Cost Plus Pricing
- (b) Price Skimming

**Q.6)** How do Monopolies Emerge ? What measures should be adopted to prevent the Occurrence of Monopolies ?

**Q.7) Write notes : (Any Two)**

- (a) Break-even Analysis
  - (b) Exceptions to the Law of Supply
  - (c) Consumer Protection
  - (d) Accounting Cost
-



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Total No. of Questions : 6]

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**[4178]-105**

**M. M. M. ( Semester - I ) Examination - 2012**

**RESEARCH METHODOLOGY**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Question Nos. 1 and 6 are compulsory.
- (2) Attempt **any three** questions from the remaining.
- (3) Figures to the right indicate full marks.

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**Q.1) (A)** “Research has gained importance in all the functional areas of Management.” Discuss. **[10]**

**(B)** Prepare a frequency distribution table for the following observations of weight (in grams) of tomatoes produced in a farm.

Taking classes as 10 - 13, 14 - 17, 18 - 21... **[05]**

10, 25, 15, 34, 17, 26, 18, 13, 15, 32,  
24, 10, 22, 14, 36, 16, 11, 17, 18, 20,  
16, 20, 15, 22, 19, 23, 21, 29, 24, 27,  
28, 29, 29, 30, 33, 23, 18, 12, 38, 31

**(C)** Draw a bar chart for the above data. **[05]**

**Q.2)** Explain different Research Designs. **[10]**

**Q.3)** Differentiate between Probability and Non-probability Sampling. **[10]**

**Q.4)** Define ‘Hypothesis’. Explain the qualities of a Workable Hypothesis. **[10]**

**[4178]-105**

**1**

**P.T.O.**

**Q.5)** Prepare a questionnaire to collect opinion of the Health Insurance Policy-holders about the proposed Health Insurance Portability in India. **[10]**

**Q.6)** Write short notes : **(Any Four)** **[5x4=20]**

- (a) Important issues in preparing Research Report
  - (b) Scaling in Research
  - (c) Observation as Tool for Collecting Primary Data
  - (d) Motivation in Research
  - (e) Sources of Errors
-

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**[4178]-106**

**M. M. M. ( Semester - I ) Examination - 2012**

**CONSUMER BEHAVIOUR**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

- 
- Q.1)** Explain the importance of Studying Consumer Behaviour and discuss the Nicosia Model of Consumer Behaviour.
- Q.2)** Explain relationship between Customer Satisfaction, Customer Delight and Brand Loyalty.
- Q.3)** Describe the Consumer Research Process in detail.
- Q.4)** What is Segmentation ? Discuss the bases of Consumer Segmentation by giving suitable examples.
- Q.5)** Discuss the Buying Decision Process for the following :
- (a) Blackberry Mobile Phone
  - (b) Hair Shampoo with Conditioner
- Q.6)** Short notes : **(Any Two)**
- (a) Cognitive Dissonance
  - (b) Perceptual Process
  - (c) Diffusion of Innovation
- Q.7)** Culture and Sub-culture of a Country are an important consideration when Marketing in Global Markets. Discuss with relevant examples.

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Total No. of Questions : 6]

[Total No. of Printed Pages : 2

**[4178]-201**

**M. M. M. ( Semester - II ) Examination - 2012**

**SERVICES MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Q. No. 5 and 6 are compulsory.
- (2) Attempt **any two** from Q. 1 to 4.
- (3) Figures to the right indicate full marks.

- 
- Q.1)** “Services Marketing is an growth path in India since last decade.”  
Discuss this statement with appropriate cases. **[15]**
- Q.2)** Which are the ‘Distinctive Characteristics’ of Services ? Elaborate with relevant examples. **[15]**
- Q.3)** Explain the SERVQUAL Model for measuring the Service Quality. How does it help Marketers to deliver Quality Service ? **[15]**
- Q.4)** How you will segment, position and differentiate between ‘Services’ ? **[15]**
- Q.5)** Write short notes : **(Any Four)** **[20]**
- (a) Role of HR and Internal Marketing
  - (b) Service Blueprints
  - (c) Global Scenario in Case of Services Marketing
  - (d) Self Service Technologies
  - (e) Marketing Mix in Service Industry
  - (f) ‘Inventory’ in Case of Services Marketing

**Q.6) Case Study :**

Mr. Phadnis retired ten years ago from the local municipal service. Since then, putting his experience of working in the Water Works Department to good use, he has been running water tank cleaning business. He employs a team of two supervisors, ten workers and menial staff to carry out the cleaning (and minor maintenance) of water storage tanks on periodic basis. Among his fast enlarging clientele are housing societies and bungalows (owners). Of late, he has been making a note of some rapidly changing features of the business he is in.

- (a) Water tanks are partly / fully underground or above lofts or on the terraces.
- (b) Their design prevents entry of foreign material like dust, but it presents problems for the cleaning staff who suffer from poor ventilation and illumination.
- (c) Some tanks are so large / deep, that special equipment and expertise is growlingly becoming necessary. This requires more investment and training of the personnel.
- (d) Adhering to fixed schedules is expected by customers. Many times he has to excuse his inability to meet the schedule, at which customers become annoyed.

Suggest a Comprehensive Services Marketing Plan to Mr. Phadnis. **[20]**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-202**

**M. M. M. ( Semester - II ) Examination - 2012**

**RETAIL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.*
- (2) Every question carries **14 marks**.*

- 
- 
- Q.1)** What are the drivers of changing face of retailing in developing world ? Justify the same in Indian context with the help of suitable examples.
- Q.2)** Explain the Retail Marketing Mix with the help of suitable examples.
- Q.3)** Explain Concept of Store Layout in detail. Discuss the different types of Layouts.
- Q.4)** Discuss different Retail Strategies in detail. Justify it with suitable examples.
- Q.5)** “Information Technology has revolutionized the Modern Retailing.” Comment.
- Q.6)** Explain various formats of Retailing in detail with the help of suitable examples.
- Q.7)** Write short notes : **(Any Two)**
- (a) CRM in Retail
  - (b) Importance of Interiors and Exteriors
  - (c) Segmentation in Retailing

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**[4178]-202/1**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-203**

**M. M. M. ( Semester - II ) Examination - 2012**  
**SALES MANAGEMENT AND PERSONAL SELLING**  
**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** from the following.*
- (2) All questions carry equal marks.*

- 
- 
- Q.1)** What is Sales Forecasting ? Explain the procedure and methods of Sales Forecasting.
- Q.2)** Define Sales Management. Explain various functions of Sales Management.
- Q.3)** What is Sales Training ? Explain the Strategic Areas considered for imparting Sales Training.
- Q.4)** Do you agree that the best way to motivate a Sales Person is by way of Monetary Incentive them Non-monetary Incentives. Elaborate.
- Q.5)** What are the means and methods of Evaluating and Supervising Field Force ?
- Q.6)** What role Recruitment and Selection plays in enhancing the efficiency of the Organisation ?
- Q.7)** Write short notes : **(Any Two)**
- (a) Sales Meeting
  - (b) Sales Contests
  - (c) Salesmanship
  - (d) Sales Research

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**[4178]-203/1**

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-204**

**M. M. M. ( Semester - II ) Examination - 2012**  
**DISTRIBUTION MANAGEMENT AND LOGISTICS**  
**(New 2008 Pattern)**

Time : 3 Hours]

[Max. Marks : 70

**Instructions :**

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** What do you understand by the term 'Marketing Channels' ? Discuss the functions of Marketing Channels in detail.
- Q.2)** When Christopher says that 'Supply Chains Compete, not Companies', what exactly does he mean ? Explain with relevant industry examples.
- Q.3)** What do you understand by the term 'Unconventional Channel' ? How are Unconventional Channels different than the Conventional Channels ?
- Q.4)** What is 'Channel Conflicts' ? Explain the techniques to resolve Channel Conflict in detail.
- Q.5)** Design a Channel for Distributing Toys Nationally.
- Q.6)** Write down the factors that may be considered while selecting a Channel Partner. Elaborate each in detail.
- Q.7)** Write short notes : **(Any Two)**
- (a) Participants in Physical Distribution Process
  - (b) Integrated Marketing Channels
  - (c) Reverse Logistics
  - (d) Trends in Wholesaling
  - (e) Appraising Channel Members



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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-205**

**M. M. M. ( Semester - II ) Examination - 2012**

**MARKET RESEARCH**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** “Marketing Decisions taken by the Manager, if supported by Market Research are more realistic than otherwise.” Do you agree ? Support your answer with suitable examples.
- Q.2)** Explain different Primary and Secondary Sources for collection of Marketing Data, with their advantages and limitations.
- Q.3)** Discuss following Market Research Techniques in detail :
- (a) Consumer Panels
  - (b) Focus Group Interviews
- Q.4)** Design a Questionnaire for a Company which plan to study On-line Buying Behaviour of Customers for its products.
- Q.5)** A Multinational Company is planning to enter Indian Market by offering a product in ‘Milk Food Drink’ Category (MFD). Indian Market for this category of product (MFD) has presence of brands like Horlicks, Bournvita, Complan, Boost etc. Design a suitable Market Research Plan to study buying preferences of customers towards ‘Milk Food Drinks’. Make necessary assumptions.
- Q.6)** What is Non-probability Sampling ? Explain any two Non-probability Sampling Techniques in detail.

**Q.7) Write short notes : (Any Two)**

- (a) Semantic Differential Scale
  - (b) Retail Store Audit
  - (c) Perceptual Map
  - (d) Limitations of Market Research
-

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Total No. of Questions : 6]

[Total No. of Printed Pages : 1

**[4178]-206**

**M. M. M. ( Semester - II ) Examination - 2012**

**RELATIONSHIP MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Answer **any five** from the following.*
- (2) All questions carry equal marks.*
- (3) Use of suitable examples, models etc. will be appreciated.*

- 
- 
- Q.1)** Outline various factors which have influenced the Evolution of Transaction-based Marketing into the Relationship-based Marketing.
- Q.2)** How is Physical Distribution System benefitted by the use of Relationship Marketing Principles ? Explain describing situations in Corporate World.
- Q.3)** Explain how I.T. would help in Building Relationship with the Customers ?
- Q.4)** “A loyal customer, usually is more beneficial to a firm, though new customers have to be acquired.” Discuss the statement with suitable examples.
- Q.5)** Describe four levels of Customer Retention Strategies and give appropriate examples of each type.
- Q.6)** Write short notes : **(Any Two)**
- (a) Customer Life Time Value
  - (b) Customer Profitability
  - (c) Partnering
  - (d) Value of Complaints
- 

**[4178]-206/1**

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Total No. of Questions : 6]

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**[4178]-301**

**M. M. M. ( Semester - III ) Examination - 2012**

**INTERNATIONAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

*(1) Question No. 6 is compulsory. (22 marks)*

*(2) Attempt **any three** out of the remaining. (16 marks each)*

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**Q.1)** “International Marketing is more complex than Domestic Marketing.” Comment.

**Q.2)** Explain graphically Vernon’s International Product Life Cycle. Give suitable examples.

**Q.3)** Describe Process of International Marketing Research. What are the major challenges faced in this type of Research ?

**Q.4)** Explain in detail Concept of Product Standardization and Adaptation with suitable examples.

**Q.5)** Write short notes : **(Any Two)**

(a) Limitations of Secondary Data

(b) Global Retailing

(c) Impact of Culture in International Marketing

(d) Reasons for Company going International

## **Q.6) Case Study :**

### **Coca Cola**

On June 13, 1999 Coca Cola recalled over 15 million cans and bottles after the Belgian Health Ministry announced a ban on Coke's Drinks, which were suspected of making more than 100 school children ill in the preceding six days. This recall was in addition to the 2.5 million bottles that had already been recalled in the previous week. The company's products had been bottled in Antwerp, Ghent and Wilrijk, Belgium, while some batches were also produced in Dunkirk, France.

Children in 6 schools in Belgium had complained of headache, nausea, vomiting and shivering which ultimately led to hospitalization after drinking coke beverages. Most of them reported an 'Unusual Odor' and an off-taste in the drink.

In the same week, the Governments of France, Spain and Luxembourg also banned coke's products while coke's dutch arm recalled all products that had come from its Belgium plant. The entire episode left more than 200 Belgians and French school children ill. The company had to assure its British customers that the products made in its UK factories were safe. By June 15, 1999 coke had recalled about 30 million cans and bottles, the largest ever recall in its 113 year history. For the first time, the entire inventory of coke's products from one country were banned from sale.

As part of a damage control exercise, coke sent a team of scientists to Europe. The CEO Micha Douglas apologized to its European customers. Coke Belgium announced that it would reimburse the medical costs for the ill. The recall had a significant negative impact on coke's financial performance with its second-quarter net income coming down by 21% to \$ 942 mn. Moreover, the entire operation cost coke \$ 103 mn while its European bottling venture showed a 5% fall in revenues.

Analysts felt that the Belgium recall was one of the worst public relations problems in coke's history. It was alleged that the company had information about people who had become ill weeks prior to the above incidents. Coke had an opportunity to disclose this information; but chose not to do so and was accused of being unethical. Another issue, that worried analysts was the illness caused to the innocent school children. They blamed coke's promotion strategy to sell soft drinks to school children, which had raised a lot of controversies in the U.S.

After the crisis, coke investigated the problem by testing the suspect batches for chemicals. The company claimed that the tests showed nothing toxic in the beverages. The company said that there had been separate errors in two plants. The products from Antwerp plant had a strange odor as some fungicide had accidentally fallen on the exterior of the cans. In addition, they had determined that the strange taste was the result of a sub-standard gas used to carbonate the products.

Analysts said that coke had not handled the situation well and its media message was confusing, inconsistent and muddled. Coke alternately claimed that pesticide residue on the can or bottle, or a bad batch of Carbon-di-oxide was to be blamed for the 'Off' taste. On the other hand, the company also insisted that there was never any health threat. A company spokesman assured consumers, "It may make you feel sick, but it is not harmful".

In August, 1999, the European Commission reprimanded Coke, asserting that the company had not co-operated adequately and its explanations were not entirely satisfactory. It also said that errors were committed in the selection of plants or the dosage of extracts in coke's own concentrate. While no deaths were linked to the coke problems, it had a significant negative impact on the public confidence in Europe.

- (a) Analyse the case from the perspective of ethical issues involved in country risk analysis.
- (b) Analyse the actions taken by Coke during and after the crisis.

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Total No. of Questions : 7]

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**[4178]-302**

**M. M. M. ( Semester - III ) Examination - 2012**

**LAWS RELATING TO MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

*(1) Answer **any five** questions.*

*(2) All questions carry equal marks.*

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**Q.1)** Explain Essentials of a Valid Contract.

**Q.2)** What are the Rights of Unpaid Seller ?

**Q.3)** Explain the terms Consumer and Consumer Dispute. Elaborate various Rights of Consumer under CPA.

**Q.4)** Explain the following :

(a) Cyber Crimes

(b) Electronic Signature

**Q.5)** Explain provisions of Negotiable Instruments Act, in case of dishonouring of cheque.

**Q.6)** Explain procedure for Registration of Trade Marks and effects of its registration.

**Q.7)** Write short notes : **(Any Two)**

- (a) Breach of Contract
  - (b) Caveat Emptor
  - (c) Bill of Exchange
  - (d) Objectives and Importance of VAT
  - (e) National Commission
-



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Total No. of Questions : 8]

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**[4178]-303**

**M. M. M. ( Semester - III ) Examination - 2012**

**FINANCIAL SERVICES MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

- 
- 
- Q.1)** Explain AMFI and its scope and objectives. **[14]**
- Q.2)** “The Commercial Bank play a major role for the development of Economy.” Justify. **[14]**
- Q.3)** Define Risk Management. “Risk Management is a Continuous Process.” Discuss in detail. **[14]**
- Q.4)** What is Merchant Banking ? What are the different functions performed by Merchant Banking ? **[14]**
- Q.5)** Critically evaluate the Financial Services in India. **[14]**
- Q.6)** Distinguish Goods Marketing and Service Marketing with example. **[14]**
- Q.7)** What is Insurance ? Explain various advantages of Insurance. **[14]**

**Q.8) Write short notes : (Any Two)**

**[14]**

- (a) Mergers and Acquisition
  - (b) Housing
  - (c) Credit Card
  - (d) Asset Management Company (AMC)
  - (e) Hybrid Fund
-

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Total No. of Questions : 7]

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**[4178]-304**

**M. M. M. ( Semester - III ) Examination - 2012**

**MARKETING COMMUNICATION**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Define Advertising. Discuss the types and functions of Advertising with suitable examples.
- Q.2)** Draw an organisational structure of an Advertising Agency and discuss role played by various departments.
- Q.3)** Highlight the importance of PR Activities in developing an effective IMC Plan. Support your answer with relevant examples.
- Q.4)** Explain Sales Promotion. Discuss the different methods of Consumer Promotion.
- Q.5)** Enlist the different Media available for Advertising. Give criteria for Media choice for :
- (a) Motor Cycle
  - (b) Iodized Salt
- Q.6)** Design a Print Advertisement Copy for :
- (a) Soft Drink to be launched to Formula One Racing Event, Delhi.
  - (b) A Luxurious Eco-friendly Residential Complex

**[4178]-304**

**1**

**P.T.O.**

**Q.7) Write short notes : (Any Two)**

- (a) DAGMAR
  - (b) Ethics in Advertising
  - (c) Methods of Budgeting
  - (d) Celebrity Endorsement
-

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Total No. of Questions : 7]

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**[4178]-305**

**M. M. M. ( Semester - III ) Examination - 2012**

**RETAIL OPERATIONS MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Question No. 7 is compulsory.*
- (2) Attempt **any four** questions from Q. Nos. 1 to 6.*
- (3) Clarity and brevity will be given due weightage.*
- (4) All questions carry equal marks.*

---

**Q.1)** Discuss how Retailers can reduce shrinkage from shop lifting and employee theft ?

**Q.2)** Define CRM. Explain the steps involved in CRM Process.

**Q.3)** State the reasons for emergence of Private Labels in the World or Retail.

**Q.4)** Describe the Merchandising Process in detail.

**Q.5)** What do you mean by 'Category Management' ? Explain the Components of Category Management.

**Q.6)** Write short notes : **(Any Two)**

- (a) Vendor Development
- (b) Store Promotion and Events
- (c) Integrated Supply Chain Planning

**Q.7)** "Organised Retailers like Future Group, Wal-Mart, etc. will make the traditional retailing obsolete." Do you agree with the statement ? Justify your answer with appropriate examples.

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**[4178]-305/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-31**

**M. M. M. ( Semester - III ) Examination - 2012**

**INTERNATIONAL MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) *Question No. 7 is compulsory.*
  - (2) *Attempt **any four** out of the remaining.*
  - (3) *All questions carry equal marks.*
- 
- 

**Q.1)** What is objective of International Marketing ? Elaborate different Challenges of International Marketing.

**Q.2)** Write short notes : **(Any Two)**

- (a) Foreign Market Entry Strategies
- (b) Types of Letter of Credit
- (c) Global Advertising
- (d) International Marketing Research Process

**Q.3)** Discuss importance of Environmental Analysis in Global Marketing.

**Q.4)** What are the Pricing Strategies adopted in International Marketing ? Explain it.

**Q.5)** Describe Research Process in International Marketing. What is the Significance of Secondary Data ?

**Q.6)** Describe Distribution Channels for International Markets in brief. What are the limitations faced during designing International Distribution Channels.

### **Q.7) Case Study :**

India's International Business has been confined mostly to exports. Although some developing countries like S. Korea and Taiwan, whose economic position had not been better than that of India when India started planned development, have made substantial investments in other countries. Indian Companies have not made any significant foreign investment so far. Although Government of India's Policy has been one of encouraging foreign investment by Indian Companies, subject to certain conditions, several factors like the domestic economic policy and the domestic economic situation have been deterrents to foreign investment by Indian Companies.

The new economic policy of India is expected to encourage the Internationalisation of Indian Business. The increasing domestic competition is compelling many companies to pursue internationalisation vigorously. The liberalisation of policy towards foreign technology and collaborations is enabling Indian Companies to upgrade their production facilities or to establish new facilities which help them enter/expand the foreign market. A number of companies have thus increased their foreign business.

A number of Indian Companies are also setting up units abroad, either alone or in collaboration with foreign firms. Indian Companies have also been acquiring firms in foreign countries.

More and more Indian Firms have been taking advantage of the international sourcing by becoming suppliers of parts and components to companies abroad.

Technological and Marketing tie-ups with foreign firms will play a major role in internationalisation of the Indian Business. While many foreign firms are interested in such collaborations for sourcing supplies for the foreign markets, many other foreign firms would like to have such collaborations for business in both the Indian and Foreign Markets.

- (a) What is International or Foreign Investments in India ?
- (b) What is new economic policy of India is expected to encourage International Business ?
- (c) "In International Business, Technological and Marketing tie-ups with Foreign Firms will play a major role." Explain it.

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-33**

**M. M. M. ( Semester - III ) Examination - 2012**

**FINANCIAL SERVICES MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Define Financial Services. Explain the nature and characteristics of Financial Services.
- Q.2)** What is Merchant Banking ? What are the different services offered to Entrepreneur ?
- Q.3)** (A) Distinguish between Life Insurance and General Insurance.  
(B) Why does a Person need Insurance ?
- Q.4)** Describe the meaning of Mutual Fund. Write a detailed note on Prospects of Mutual Fund Industry in India.
- Q.5)** Do you agree that Retail Banking has changed itself in recent times ? Comment with example.
- Q.6)** Explain in detail the advantages and disadvantages of Credit Cards to the Card-holder vis a vis to the Banks.



**Q.7) Short notes : (Any Three)**

- (a) Venture Capital
  - (b) Functions of IRDA
  - (c) Tax Saving Schemes
  - (d) Asset Management Company
  - (e) Housing Finance
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-34**

**M. M. M. ( Semester - III ) Examination - 2012**  
**INTEGRATED MARKETING COMMUNICATION**  
**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Discuss Concept of 'Integrated Marketing Communications'. Also explain how understanding the Consumer is essential for effective Marketing Communication ?
- Q.2)** Discuss the different Departments of an Advertising Agency. Give the factors to be considered while selecting an Advertising Agency.
- Q.3)** Discuss the different types of Media that can be used for Advertising purpose. Also give the advantages and disadvantages of each type.
- Q.4)** Discuss the factors influencing the Selection of an Advertising Agency. Also explain various Services provided by Advertising Agencies to their Clients.
- Q.5)** Discuss various Trade Promotion and Consumer Promotion Tools that can be used by an Organisation.
- Q.6)** Give the different appeals that can be used in Advertising giving appropriate examples.
- Q.7)** Write short notes : **(Any Two)**
- (a) DAGMAR
  - (b) Ethics in Advertising
  - (c) Push and Pull Strategies
  - (d) Reach and Frequency

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-35**

**M. M. M. ( Semester - III ) Examination - 2012**

**RETAIL OPERATIONS MANAGEMENT**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

---

**Q.1)** Define Retail Marketing. Discuss its scope and importance.

**Q.2)** Discuss the importance of Retail Logistics in Retailing giving suitable examples.

**Q.3)** Suggest Promotional Strategies for a Retailer for increasing :

- (a) Foot-falls
- (b) Shopping Basket

**Q.4)** Discuss the factors to be considered for deciding Store Location.

**Q.5)** What is Franchising ? Explain various types of Franchising Formats.

**Q.6)** Explain the scope and advantages of On-line Retailing in India.

**Q.7)** Write short notes : **(Any Two)**

- (a) Careers in Retailing
- (b) Organised Retailing
- (c) Shelf Management

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**[4178]-35/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-401**

**M. M. M. ( Semester - IV ) Examination - 2012**

**BRAND MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

- 
- 
- Q.1)** Define 'Product'. Discuss various Product Line Decisions taken by the Marketing Manager.
- Q.2)** Discuss various Brand Repositioning Strategies adopted by Marketers in the changing Marketing Environment. Elaborate with suitable examples.
- Q.3)** What is Brand Equity ? Discuss various methods of measuring Brand Equity in detail.
- Q.4)** Explain Brand Building Process. Discuss Brand Building Process in case of the following brands :
- (a) Whirlpool
  - (b) Cadbury
- Q.5)** Discuss the need of Brand Extension. Explain various types of Brand Extensions with their pros and cons. Give examples.
- Q.6)** Elaborate in detail on Qualitative and Quantitative Methods of Sales Forecasting.

**Q.7)** Write short notes : **(Any Two)**

- (a) Brand Knowledge
  - (b) Product Vs Brands
  - (c) Celebrity Endorsement
  - (d) Brand Identity
  - (e) Product Strategy over Life Cycle
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-402**

**M. M. M. ( Semester - IV ) Examination - 2012**

**STRATEGIC MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

- 
- 
- Q.1)** Explain with suitable example, how Mckinsey's 7s Framework helps in analyzing and improving Organisational Effectiveness.
- Q.2)** "Marketing Audits play an important role in formulation of Marketing Strategies." Do you agree to the statement ? Justify your opinion with proper examples.
- Q.3)** Explain various components of implementing and executing Marketing Strategy with reference to FMCG Sector.
- Q.4)** Point out, in detail, different Promotional Strategies for 'Portable Fridge' recently launched by renowned Home Appliances Company.
- Q.5)** Describe the Export Marketing Strategy for exporting 'Indian Alphanso Mango' in US Market.
- Q.6)** Discuss Concept of Strategic Marketing Management along with its objectives.

**Q.7) Write short notes : (Any Two)**

- (a) SWOT Analysis
  - (b) GE 9 Cell Model
  - (c) Planned Withdrawal Strategy
  - (d) Distribution Strategies
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-403**

**M. M. M. ( Semester - IV ) Examination - 2012**

**EXPORT DOCUMENTATION AND FOREX MANAGEMENT**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Answer ***any five*** questions.
- (2) All questions carries equal marks.

---

**Q.1)** Explain in details of External Commercial Borrowings. How 'Exim Bank' help Exporter to arrange finance ?

**Q.2)** In the adverse situation how the 'Foreign Exchange Rates' are understood and protected by Exporter ?

**Q.3)** What are facilities provided to Exporter by RBI and Exim Bank regarding Foreign Exchange ?

**Q.4)** How Financial Transactions are completed by Exporter and Importer by using 'Letter of Credit' ? Explain in details various types of 'Letter of Credit'.

**Q.5)** What the procedures adopted by Exporter in following cases :

- (a) Registration as Exporter
- (b) Sending Overseas Samples
- (c) Appointing Overseas Agents



**Q.6)** Write short notes : **(Any Four)**

- (a) Post-shipment Finance
- (b) Bill of Lading
- (c) Certificate of Origin
- (d) Documents for Transportation of Goods
- (e) Red Type Letter of Credit

**Q.7)** Explain the following documents :

- (a) Packing List
  - (b) Certificate of Shipment
  - (c) Commercial Invoice
  - (d) Shipping Advice
  - (e) Consular Invoice
  - (f) Bill of Exchange
  - (g) Customer Invoice
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-404**

**M. M. M. ( Semester - IV ) Examination - 2012**

**DIRECT MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Explain Concept of Direct Marketing in detail. Give various tasks of a Manager involved in Direct Marketing.
- Q.2)** “Direct Marketing yields better results than Marketing through conventional channels.” Do you agree ? Justify your answer.
- Q.3)** Differentiate between the following :
- (a) Direct Marketing Media and Non-direct Media
  - (b) Direct Marketing and Interactive Marketing
- Q.4)** Give features and unique characteristics of SMS and E-mail as on Addressable Media.
- Q.5)** Explain Concept of CRM with suitable examples.
- Q.6)** What is Automatic Vending Machine ? Give its advantages and disadvantages in the Indian Market.

**Q.7)** Write short notes : (**Any Two**)

- (a) Personalized Marketing Communications
  - (b) Web-based Retailing
  - (c) Data Warehousing
  - (d) Multilevel Marketing (MLM)
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-405**

**M. M. M. ( Semester - IV ) Examination - 2012**

**INDUSTRIAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Q. No. 1 is compulsory.
- (2) Attempt **any four** from the remaining.
- (3) All questions carry equal marks.

- 
- 
- Q.1)** Design and justify the Channels of Distribution for a National Level Organisation Manufacturing Welding Rods.
- Q.2)** List and explain various factors affecting Industrial Demand.
- Q.3)** What do you understand by the term Reseller's Market ? What are the typical characteristics of this Market ?
- Q.4)** Discuss with the help of suitable examples the difference between the Buying Decision Process of Industrial Buying and Consumer Buying.
- Q.5)** Explain in detail various determinants/factors in Pricing of Industrial Products.
- Q.6)** "Personal Selling works very well in Industrial Markets." Do you agree ? Justify your answer.
- Q.7)** Write short notes : **(Any Two)**
- (a) Role of Government Agencies
  - (b) Vendor Analysis
  - (c) Industrial Middlemen
  - (d) Criteria to Determine Buyers' Strength

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**[4178]-405/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 3

**[4178]-406**

**M. M. M. ( Semester - IV ) Examination - 2012**

**RURAL AND AGRICULTURAL MARKETING**

**(New 2008 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) *Question No. 1 is compulsory. It carries 18 marks.*
- (2) *Attempt **any four** from the Q. Nos. 2 to 7. They carry 13 marks each.*

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**Q.1) Case Study :**

**Note :** Systematic Analysis of the case and logical reasoning will have more weightage.

**[18]**

**Concor Eyes Cold Supply Chain Biz**

Are you worried about the quality of fruits and vegetables you buy these days from the local market, which are carted from far-off places on trucks ? Container Corporation of India Ltd. (Concor), a PSU under the Railway Ministry, has a solution.

Logistics services major Concor is drawing up plans to enter the cold supply chain business to move agricultural produce under controlled conditions between the production centres, cold stores and retail outlets.

The business is currently a domain of small fringe players in the unorganised sector, catering mostly to cold storage facilities for preserving potatoes.

“Concor is exploring opportunities in this line of business either on its own or through a special purpose vehicle. Most probably, it will be a SPV as we need strong partners to run this business,” A top Concor official told Business Line.

**[4178]-406**

**1**

**P.T.O.**

Concor is currently assessing the market potential, technology and the infrastructure requirements of the business. It has hired a professional market research agency to prepare a survey of the sector. “Based on the survey, we will finalize a detailed business plan for the project and put it up to the board of directors for approval,” the official said.

Despite being the second largest producer of fresh fruits and vegetables, the country is a virtual non-entity on the world trade map in terms of the global trade volumes. Due to lack of post-harvest management facilities, absence of suitable cold stores and the lack of an organised distribution system, the wastage of fresh produce in India is as much as 25 per cent.

As a result, neither does the produce reach the consumer in the optimal condition nor does the producer get fairly remunerated. However, consumers are becoming increasingly conscious about quality, hygiene and freshness of food.

This consciousness is driving a growth in organised food services and retail. “Organised cold supply chain is the crying need of the hour”, the official said.

Apart from handling frozen products, a cold chain involves the management and distribution of fresh produce under controlled temperature and controlled atmosphere to preserve quality and prevent wastage right from the post-harvest stage to the retail end.

This will be done by setting up several warehouses located across the country having the latest technology such as controlled atmosphere, controlled temperature and deep-freeze facilities for processing and storage of produce.

“The main aim is to prolong the shelf-life of the produce so that even during off-seasons, fruits and vegetables of good quality will be available at reasonable prices,” the official said. The fruits and vegetables to be preserved will be apple, banana, grapes, lime, litchi, mango, mosambi, pineapple, papaya, brinjal, bittergourd, green chillies, peas, cabbage, cauliflower, ginger, garlic etc. The cold storage will also cater to dairy products such as chocolates and pharmaceutical products of HLL, Dabur and Nestle, among others.

Concor has identified Rai near Sonapat in Haryana as the first of its locations for a cold store. The Haryana State Industrial Development Corporation (HSIDC), which is setting up a food processing zone at

Rai, has supported Concor's move to enter the cold supply chain business by allotting land for the venture.

"This will promote synergies between HSIDC's food processing zone and Concor's own cold chain services in a mutually beneficial manner," the official said.

**Questions :**

- (a) Do you think Indian Market will absorb extra cost of cold storage ?
  - (b) Explain how you want to start such a cold storage ? Can it be started citiwise or statewise or countrywide simultaneously ?
- Q.2)** Discuss : (a) Problems of Communication in Rural Marketing and (b) Issues of Seasonal Demand constraints in Rural Marketing in India. [13]
- Q.3)** Explain different types of Agricultural Inputs and their needs. Give examples. [13]
- Q.4)** Describe the Process of Recruitment of Human Resources in Agricultural Marketing and explain the importance of Training and Research in Agricultural Marketing. [13]
- Q.5)** Discuss advantages and limitations of Organised Retailing in Agricultural Inputs. [13]
- Q.6)** "Non-conventional Forms of Agri-business can be more profitable." Give your views. Also discuss any two emerging branches of Agri-business. [13]
- Q.7)** Write short notes : **(Any Two)**
- (a) Organised Procurement and Warehousing in Agri-business [07]
- OR**
- (a) Product Promotion in Rural Market in India [07]
  - (b) Marketing Information - Sources and Utilities [06]
- OR**
- (b) Export Potential for Farm Products [06]

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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-41**

**M.M.M. ( Semester - IV ) Examination - 2012**

**BRAND MANAGEMENT**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt *any five* questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Define 'Product'. State and explain various levels of Product.
- Q.2)** "Brands are said to be Creating Emotional Loyalty." Do you agree ? Discuss in detail with appropriate examples.
- Q.3)** Explain the terms Brand Equity and Brand Valuation. Explain why companies need to Value their Brands ?
- Q.4)** What is Co-branding ? State and explain pros and cons of Co-branding.
- Q.5)** Explain the Brand Building Process with the help of any existing Brand.
- Q.6)** What is Brand Extension ? Discuss advantages and disadvantages of Brand Extension.
- Q.7)** Write short notes : **(Any Two)**
- (a) Brand Identity
  - (b) Product Mix
  - (c) Brand Hierarchy
  - (d) Umbrella Brand



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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-42**

**M. M. M. ( Semester - IV ) Examination - 2012**

**STRATEGIC MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Attempt **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Define Concept of ‘Strategic Marketing Management’. Explain its objectives and importance in detail.
- Q.2)** Explain the Process of Strategy Evaluation. Also discuss its utility in detail.
- Q.3)** Describe the role of Vision and Mission in Formulation of goals and objectives.
- Q.4)** Explain the technique of SWOT Analysis practiced by any company in FMCG Sector. Briefly explain the benefits enjoyed by that company.
- Q.5)** “Integration of Marketing Strategies in Industrial Sector is a challenging job.” Justify the statement with relevant examples.
- Q.6)** How Porter’s Model helps in the Analysis of Marketing Strategies ?
- Q.7)** Write short notes : **(Any Two)**
- (a) Utility of Marketing Audit
  - (b) BCG Matrix
  - (c) Pricing Strategy for FMCG Product
  - (d) GAP Analysis

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**[4178]-42/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-43**

**M. M. M. ( Semester - IV ) Examination - 2012**

**EXPORT DOCUMENTATION AND FOREX MANAGEMENT**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
  - (2) All questions carry equal marks.*
- 
- 

**Q.1)** Explain Letter of Credit and briefly indicate description of each type of Letter of Credit.

**Q.2)** What are the facilities of financial and fiscal natures are provided to Exporter by Government ?

**Q.3)** Explain the following documents :

- (1) Certified Invoice
- (2) Bill of Exchange
- (3) Certificate of Shipment
- (4) Shipping Advice
- (5) Antiquity Certificate
- (6) Weight Note
- (7) Packing List

- Q.4)** What are the facilities and incentives provided to Exporter for Export Business ? For sending overseas sample what are procedure adopted by Exporter ?
- Q.5)** For the Indian Medical Equipments and CT Scanning Machine, as a Exporter what Market Entry Strategies you will adopt ?
- Q.6)** Write short notes : **(Any Three)**
- (a) Post-shipment Finance
  - (b) Documents for Transportation of Goods
  - (c) Procedures adopted for Registration as Exporter
  - (d) Marine Insurance against Goods
  - (e) Protection by RBI to Exporter against changes in Foreign Exchange Rates
- Q.7)** What is the institutional support given by Govt./Semi-Govt./Autonomous Organization for Export to the Exporter ?
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-44**

**M. M. M. ( Semester - IV ) Examination - 2012**

**DIRECT MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

**Instructions :**

- (1) Answer **any five** questions.
- (2) All questions carry equal marks.

- 
- 
- Q.1)** Explain the significance and role of Integrated Marketing Communication (IMC) in current Business Scenario.
- Q.2)** What is the Utility of In-house Communication ? How to Conceptualize and Design Customer Newsletter and Customer Presentations ?
- Q.3)** As a Successful Event Manager, how will you organise an exhibition for 'Electronic Products' ?
- Q.4)** 'Realcom' is a leading telecommunication company. What techniques you will use for effective corporate presentation for a newly launched 'Corporate Plan' ?
- Q.5)** Explain the process of organising a 'Press Conference' and draft press release for 'Ready-to-eat' Food Product.
- Q.6)** Discuss the role, importance and process of PR in Integrated Marketing Communication (IMC).
- Q.7)** Write short notes : (**Any Two**)
- (a) House Journal
  - (b) Skills required for Corporate Communication Professional
  - (c) Sales Promotion Brochure

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**[4178]-44/1**

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 2

**[4178]-45**

**M. M. M. ( Semester - IV ) Examination - 2012**

**INDUSTRIAL MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Q. No. 1 is compulsory. All questions carry equal marks.*
- (2) Attempt **any four** out of the remaining.*

- 
- 
- Q.1)** Which bases of segmentation will you apply for segmenting the Industrial Markets for Industrial Chemical Pumps ? Justify and elaborate your answer.
- Q.2)** Clearly distinguish between Consumer Markets and Industrial Markets.
- Q.3)** Explain the term 'Vendor Analysis' with respect to :
- (a) Vendor Rating
  - (b) Vendor Selection
- Q.4)** Explain the Complete Process of Industrial Buying.
- Q.5)** Explain the factors influencing Channel Design for Industrial Products.
- Q.6)** Discuss Economics of Industrial Demand with reference to :
- (a) Joint Demand
  - (b) Derived Demand

**Q.7) Write short notes : (Any Two)**

- (a) Buyer's Strength
  - (b) Negotiation Skills
  - (c) Straight Rebuy
  - (d) Industrial Marketing in International Environment
-

Seat No.	
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Total No. of Questions : 7]

[Total No. of Printed Pages : 1

**[4178]-46**

**M. M. M. ( Semester - IV ) Examination - 2012**

**RURAL AND AGRICULTURAL MARKETING**

**(Old 2005 Pattern)**

**Time : 3 Hours]**

**[Max. Marks : 70**

***Instructions :***

- (1) Attempt **any five** questions.*
- (2) All questions carry equal marks.*

- 
- 
- Q.1)** Define Agricultural Marketing. Discuss its scope, objectives and challenges.
- Q.2)** What is the meaning of 'Co-operative Marketing' ? Discuss functions of Co-operative Marketing.
- Q.3)** What do you understand by 'Segmentation in Rural Marketing' ? On what basis you would classify products and services in Rural Markets in India ?
- Q.4)** Write a detailed note on Export Potential for Farm Products. Give examples.
- Q.5)** Explain need, importance and methods in Training and Research in Agricultural Marketing in India.
- Q.6)** Explain the role of the Government in Agricultural Development of India.
- Q.7)** Write short notes : **(Any Two)**
- (a) Agri-business - Emerging Branches
  - (b) Marketing Information
  - (c) Marketing Mix for Rural Products
  - (d) Differences in Agricultural, Industrial and Consumer Marketing

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**[4178]-46/1**